

Sales Opportunity

Aprilaire® Electronic Air Cleaner Tops the List in Leading Consumer Ratings Publication - Two Years in a Row

When it was introduced two years ago, industry data proved that the Aprilaire Electronic Air Cleaner, Model 5000, was the best-performing whole house air cleaner on the market. Now, for the second year in a row, a major consumer ratings magazine* has confirmed its standing in the October 2003 issue.

"Through its own testing methods, this well-recognized consumer publication ranked the Aprilaire Electronic Air Cleaner as the top whole-house air cleaner overall," said Jon Paulos, product manager for Aprilaire. "This further proves that the Aprilaire Electronic Air Cleaner's breakthrough performance against everything from common indoor air quality problems, like smoke and dust to more complex concerns, such as allergens, bacteria and viruses."

In laboratory performances, the Aprilaire Model 5000 achieves 94 percent efficiency against airborne particles as small as 0.35 microns, which includes tobacco smoke, viruses, bacteria, and respirable dust. That compares with 72 percent efficiency for plate-type electronic air cleaners, which previously had been considered to be most efficient.

The Aprilaire Model 5000 reaches this high efficiency level, Paulos said, by combining the best characteristics of the two most popular types of high efficiency residential air cleaners - electronic and micro-fiber pleated media. It gives airborne particles a powerful

positive electronic charge and then captures them on a negatively grounded micro-fiber air cleaner media. In essence, Paulos said, particles are attracted to the media like metal filings to a magnet.



In standard industry tests, the Aprilaire Model 5000 removed:

- In excess of 89% of airborne bacteria (0.30 microns to 20 microns)
- More than 99.5% of pollen, spores and rag weed (10-100 microns)
- More than 99% of airborne particles the size of most fungus and mold spores (2-15 microns)
- The highest removal percentage of cigarette smoke particulate of any residential whole house air cleaner



For more information, visit
www.aprilairecontractor.com
 or phone 1-800-334-6011.

* For legal reasons, the manufacturer cannot name the specific consumer publication title.

Top Ten Worst Cities for Fall Allergies according to the Asthma and Allergy Foundation of America:

1. Harrisburg-Lancaster-Lebanon-York, PA
2. Raleigh-Durham-Fayetteville, N.C.
3. Louisville, KY
4. Austin, TX
5. Grand Rapids-Kalamazoo-Battle Creek, MI
6. Memphis, TN
7. Oklahoma City, OK
8. Dallas-Fort Worth, TX
9. Kansas City, MO
10. St. Louis, MO

The cities on the list are indexed according to local pollen levels, length of the pollen season, the number of antihistamine prescriptions written and the number of certified allergists working in town.

The Arrival Of Fall Delivers Sales Opportunities!



It's hard to believe the fall allergy season is almost upon us and the cold and flu season follows on its heels. Ragweed and pollen can be especially troubling from mid August through October, and unfortunately seeking refuge inside is often-times not the answer.

According to the Environmental Protection Agency, "Studies of human exposure to air pollutants indicate that indoor levels of pollutants may be 2-5 times, and occasionally more than 100 times, higher than outdoor levels."

There's another group of people who are severely affected by airborne particles, asthma sufferers. The Center for Disease Control estimates that "Up to 20 million people in the U.S. have asthma, including 6.3 million children." They are affected by

airborne particulate which includes cigarette smoke, household dust, dust mites, mold spores, pet dander, as well as tree, grass and weed pollen.

The good news is you can offer your customers a way to help relieve the annoyances caused by these types of airborne particles that can aggravate allergies and promote illnesses. The Aprilaire Electronic Air Cleaner is the most effective whole-home air cleaner on the market at removing particles that are 1000 times smaller than can be seen by the human eye. It's the only whole home air cleaner that removes virus size particles of 0.01 micron at the rate of 80 percent.

Are people willing to spend the money on the best whole house air cleaner on the market? You bet! **Just check out the success story from Strand Brothers in this issue of the Aprilaire Advantage.**

By understanding your customer's need and explaining how your customer can benefit from the Aprilaire Electronic Air Cleaner you will increase sales and profits.

Sales Opportunity Water Panel Replacement

You can lead a horse to water but you cannot make him drink; *however*, you can remind him to change his water panel! How's that for a new twist on an old adage?

The Aprilaire 8300 series thermostats offer intelligent solutions with a feature that will remind homeowners to replace their humidifier water panel and air filter. When this feature is enabled, reminder messages are posted to the LCD display of the thermostat for filter and water panel replacement.

The water panel change rate is initially set to a value that represents the number of months prior to October, or the month your customer chooses to replace their water panel. Subsequent reminders will occur every 52 weeks. Aprilaire will soon be adding a second reminder to accommodate the model 400 humidifier.

The air filter reminder has four selections being 1, 3, 6 and 12 months. A setting of 1 would be used for

a disposable filter, 3 months for a washable electrostatic filter and 6 or 12 months for the Aprilaire media and Electronic Air Cleaner.



It only takes a moment to configure the water panel and air filter reminders. Not only are the programmed reminders a value added feature for your customer, they can be a source of added revenue for your company.

For more information on these features and the model 8300 thermostat as well as other quality Aprilaire products call Aprilaire Customer Service at (800) 334-6011 or visit our web site at <http://www.aprilairecontractor.com>.

Dealer Success Story Strand Brothers



When it comes to selling the Aprilaire Model 5000 Electronic Air Cleaner - Strand Brothers in Austin, Texas is setting the precedent.

By utilizing four residential sales representatives that position the Model

5000 as “the top air cleaner in the market and the easiest to maintain” to homeowners, the company has sold more than its fair share.

“We sell the Model 5000 as part of an options package for air conditioning and heating enhancement” said Chris Strand, General Manager. These options include Aprilaire Air Cleaners, UV Germicidal Lamps, Zoned Comfort Control, Dehumidifiers and CO Alarms.

“When selling air cleaners, we recommend variable speed furnaces or we tell customers to keep the fan on to receive maximum performance out of the model 5000,” said Strand.

In order to help communicate the need for an air cleaner to the homeowner, a sales representative will ask several questions. A few examples are:

- Do you have allergies?
- Is clean air important to you?
- Is your home dusty?
- Do you own pets?
- Does any one smoke?

Once a need is established with a homeowner, the sales representative communicates key features and benefits to illustrate why the Aprilaire model 5000 is the best option:

- **Helps protect your health by removing particles 1,000 times smaller than you can see**
- **May reduce the amount of dusting needed**
- **#1 rated air cleaner by a leading consumer review magazine**
- **Maintenance only once a year**

Strand further mentions that “it is important to notice what is going on around you.” For instance, upon a recent home visit, he noticed that the home was right next to an expressway. This situation would most likely cause poor indoor air quality, due to the increased number and type of particulate in the air.

According to Strand there are three things that contribute to their success in selling the Aprilaire Model 5000. They are: **understanding the homeowner needs, offering the product and believing in what you sell.**

When asked what advice he would offer to other contractors selling the Aprilaire Model 5000 air cleaner Strand replied, “integrity is everything; the product, its performance and the company that stands behind it.”

Aprilaire in the Spotlight

October has been deemed by the Environmental Protection Agency (EPA) as Indoor Air Quality Month. In recognition of this, Aprilaire has teamed up with Joanne Liebler, current host of Home Savvy on HGTV and former co-host of HomeTime, to inform and educate consumers on what contributes to poor indoor air quality and what solutions are available. Watch for Joanne to possibly appear on your local news program, radio station or newspaper.





Fresh Ideas for Indoor Air

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Frequently Asked Questions New Automatic Humidifier Control

Q: Is the outdoor sensor different?

A: It is the same sensor, but with a new bracket. This makes it easier to attach to the outside of the house or install in the fresh air intake of the furnace for those applications where it is not practical to place the sensor outside.



Q: How does the performance differ from the old control?

A: The performance is the same. However, beyond performance, it offers several key features to increase your profits. These include a water panel change indicator to remind your customers to call you for a replacement water panel. It also includes a diagnostic circuit to indicate the system is wired properly, reducing the likelihood of a callback.

Q: Is the wiring the same as the old control?

A: Yes, although there are two terminals to the left hand side that are not currently being used. They will be used in the future for interfacing with other Aprilaire Products.

Q: Is it still convertible for either automatic or manual operation?

A: Yes. Although the automatic mode is the best for your customer since it allows the Aprilaire Humidifier to deliver up to 50% more moisture, we understand the automatic mode may not be practical for every application. That's why the manual faceplate and resistor case are included. One control for every application.

Let us Know...

We welcome any comments and suggestions you may have.

Please direct them to ndk@aprilaire.com (refer to Dealer Newsletter in the subject line).